MKTG 326
International Marketing (Face to Face and blended and Distance Education)
Fall 2020

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OFFICE: Beatty Center, Room 331
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COURSE DESCRIPTION: Marketing on an International scale with stress upon the viewpoint of the marketing manager who must recognize and cope with differences in legal, economic, spatial and cultural elements in different nations. Emphasis is placed on marketing techniques and methods of expanding participation in foreign markets.

NOTE: THIS IS A DISTANCE LEARNING COURSE.

COURSE OBJECTIVES: At the completion of this course students will have:
1) a raised consciousness of the importance of viewing international marketing management strategies from a global perspective.
2) learned fundamental principles and theories of international marketing
3) developed professional skills needed for identifying and analyzing important cultural and environmental uniqueness of any nation or global region.

COURSE PREREQUISITES: junior standing and ECON 201 and 202 and MKTG 302

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DISABILITIES The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services/SNAP located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsible for notifying me within 2 days of starting the class.

ACADEMIC INTEGRITY AND THE COLLEGE HONOR CODE: All students are expected to adhere to the College of Charleston Honor Code (found in the Student Handbook). Failure to do so will result in the assignment of an “F” in this course. Pay particular attention to plagiarism guidelines. To combat plagiarism, all written work will be submitted to turnitin.com.

LAPTOP REQUIREMENT As of the start of fall semester 2020, the College implemented a laptop requirement policy for all students, which means that all students must have regular access to a laptop. The laptop to meet the minimum requirements to run the basic software requirements:

- Microsoft Windows 10 or Mac OS x 10.15 or higher
- Must have a web camera and microphone (newer models have them built-in).
- Google Chromebooks may not work for connecting remotely and may not be sufficient in many academic programs, therefore are not recommended.

Need a laptop? Students who do not already have a laptop can apply for additional financial aid so that they can purchase one. If a student does not qualify for additional financial aid but cannot afford to purchase a laptop the student can request to borrow a laptop (please see the Technology Loan web page for more information).

READINGS (Available on Oaks)
The Globalization of Markets – questions appear in Quiz Globalization and Distance
Distance Still Matters questions appear in Quiz Globalization and Distance

QUICK ONE MINUTE READINGS- these are supplementary readings and will help you have a better understanding of the material. The material is testable.

Increase Light on Chinese Companies

Consumer Attitudes Towards Foreign Products –
Why China Loves American Chain Restaurants

Intellectual Property Rights (IPR)
Not Exactly Counterfeit

Regional Consumers
Bottom of the Pyramid

Products and Brands
Why Oakley’s Asian Fit Aren’t Racist, Just Science
Local vs Global Brands
Should you Care About Country of Origin Impact
Haier Smashing Its Way to Success

Pricing/Place /Logistics and Distribution
Five Incoterms Commonly Used in Export Transportation
The Pros of Counter Trade
Foreign Trade Zones

Reducing Price Escalation
How Mercedes Benz Dodges the Chicken Tax

When Companies Use Different Price Strategies
Gray Markets

OFFICE HOURS: The first portion of the course will be conducted by ZOOM. Class will begin at 8 am and I will take role. Face to face lectures are scheduled to resume September 14.

Please do NOT fall behind in this course as a lot of material is covered. While the material is not difficult, it does require time and commitment. The vast majority of students are very successful, however, successful completion of this course does require steady and consistent work.

Attendance is expected. If you have to miss class for medical or emergency reasons, you must notify me before class. In the event that you do miss class, you will be required to review the PPT lectures on your own and take a quiz over the material. The quiz grade will be counted as part of your final grade.

CORRESPONDENCE BETWEEN DR MUELLER AND STUDENTS
I will be available on Tuesday and Thursday both after and before 8 am. If you need to contact me outside these hours, please use email with MKTG 326 in the subject heading. It is the responsibility of the student to check his email account Mondays, Wednesday and Friday by midnight Eastern Standard Time.

In the case where a student has a question of a personal nature, students should contact me via email with the subject line MKTG 326 Personal Question. Please be aware that I check my email often, however, I receive many emails daily. If a student does not include MKTG 326 Personal Question in the subject line, there is the possibility that the email will be overlooked.
Attendance  This course last **August 7-December 4th**. Students are expected to complete the entire course by December 4th. Students can complete the chapter quizzes and assignment early, however, the Counterfeit discussion requires the full participation of the class so early completion of these is not possible. The exam dates will be noted on the calendar.

**GRADING POLICY**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Trade and Globalization Assignment</td>
<td>75</td>
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<tr>
<td>Global Brand Database Assignment</td>
<td>50</td>
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<tr>
<td>Counterfeit Discussion and survey</td>
<td>75</td>
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<tr>
<td>INCOterms assignment</td>
<td>100</td>
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<tr>
<td>Chapter Quizzes</td>
<td>125</td>
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<td>2 multiple choice tests @ 250 pts each</td>
<td>500</td>
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<td><strong>TOTAL</strong></td>
<td>1000 pts</td>
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**GRADES:**

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
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<tr>
<td>A-</td>
<td>90-92%</td>
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<td>B+</td>
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<td>B</td>
<td>84-86%</td>
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<td>B-</td>
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<td>C+</td>
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<td>D</td>
<td>64-66%</td>
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<td>D-</td>
<td>60-63%</td>
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<td>F</td>
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**CHAPTER QUIZZES**

Students are expected to take a short quiz after reading each chapter. The quiz questions (multiple choice will come from a test bank developed by the textbook publisher). The quiz questions will be randomly generated. There will be approximately 10 questions on each quiz. Students will have 10 minutes to complete each chapter quiz. Once a student starts the quiz, he/she must complete the quiz.

Quizzes must be taken by the quiz dates below. It is advisable to take the exam early in order to avoid any problems you might have with technology and access to the internet. If quizzes are NOT taken by the QUIZ date, the quiz grade will be a zero. **Late quizzes will not be accepted.** Quizzes can be completed early. **NOTE: THERE WILL BE NO QUIZ ON CHAPTER 17.**

**CHAPTER QUIZ DATES**

<table>
<thead>
<tr>
<th>Quiz</th>
<th>Date</th>
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<tbody>
<tr>
<td>Quiz 1</td>
<td>Sept 4</td>
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<tr>
<td>Quiz 2 and 3</td>
<td>Sept 11</td>
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<td>Quiz 4</td>
<td>Sept 18</td>
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<td>Quiz 5</td>
<td>Sept 25</td>
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<td>Quiz 6 and 7</td>
<td>Oct 02</td>
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<td>Quiz 8 and 9</td>
<td>Oct 09</td>
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<td>Quiz 10</td>
<td>Oct 16</td>
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<td>Quiz 11 and 12</td>
<td>Oct 30</td>
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<td>Quiz 13 and 14</td>
<td>Nov 06</td>
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<td>Quiz 15</td>
<td>Nov 13</td>
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<td>Quiz 16</td>
<td>Nov 20</td>
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<td>Quiz 18</td>
<td>Nov 27</td>
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LECTURES
I have adapted the publishers’ Powerpoint slides to include a number of short videos. We will go over these in class. Most of the videos are 4 minutes or less. The videos do a good job of providing supplementary material on topics of particular importance to International Marketing. I will include a list of videos and Youtube links so that you can review the videos. The video material is testable and makes up about a third of the exam questions.

PPT Videos
Globalization Discussion
Geography and Trade
Consumer Attitudes Towards Foreign Products
Trade Agreements
Populations Trends
Asian Markets
Economic Growth and Emerging Markets
Intellectual Property Rights
Political Risk
Brands and logos
Products and Standards
Distribution Trends
Gray Markets
Pricing
Counterfeits
Integrated Marketing Communications

EXAMS
All exams will be multiple-choice. It is important to study for the exams as the questions will cover a large amount of material and are timed. Exams must be taken by the exam date. No make-up exams will be given. Students can take the exams early. Once a student begins the exam, the student must complete the exam. The exam will consist of 50 multiple-choice questions and the student will have one hour to complete the exams.

EXAM 1 on Chapters 1-10 by midnight EST October 23rd
EXAM 2 Chapters 11-19 by midnight EST Dec 8th

COUNTERFEIT DISCUSSION
The outline and requirements for the discussions will be listed in the CONTENT area on OAKS.

DISCUSSION DUE DATE: The Counterfeit discussion opens immediately but closes November 10 (summary of discussion due in DropBox December 8).

GLOBALIZATION AND TRADE ASSIGNMENT
T Levitt’s article, the Globalization of Markets proposes some revolutionary ideas for the time (1983). Your first assignment is to look at recent figures on globalization and trade to see whether his ideas are valid. I have asked you to answer specific questions (and provided you with the questions and possible answers). Once you complete the assignment, please take the accompanying quiz (the questions and answers are the same). The assignment and details can be found in OAKS. This assignment is due August 27

CHINA PLUS ONE ASSIGNMENT- Students are required to look up information on the cost of labor and political risk on China and other Asian countries and then pick out 3 countries the student believes a US company should consider (from an investment point of view). October 27

GLOBAL BRAND DATABASE ASSIGNMENT. Students will be required to think of three local brands (from his/her hometown) and look them up on the WIPO Global Brand Database
(http://www.wipo.int/branddb/en/) to see if they are registered. If the brand is registered, the student will provide the status, holder, number, application date and copy of the image (if there is one). (This should be in table format). ADDITIONALLY, the student will note whether other firms have registered similar marks and, if so, give the holder and origin (and image if there is one). A summary should be submitted via DROPBOX. I will follow-up by checking the WIPO database. **November 10.** Please also let me know your hometown.

**INCOTerms ASSIGNMENT.** December 8.